

70751

THE TOG SHOP LESTER SQUARE
AMERICUS, GA.

THE HOUSE THAT TERRY BUILT

1962 CATALOG

Rec'd March 1962

THE TOG SHOP LESTER SQUARE
AMERICUS, GA.

LESTER SQUARE
AMERICUS, GEORGIA

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WILLIAM N WERTMAN
3943 NEWDALE RD
CHEVY CHASE MD



We jetted all the way to Nassau, Bahamas, loaded with terries, to photograph our new beach lovelies. At the **Emerald Beach Hotel*** we found a true tropical paradise, the perfect location for the wearing of our terries, the taking of our pictures, plus having our fun in the sun.

Above, you see our beautiful Jan all ready to go to work, riding on a rack of terries ready and waiting for the camera. Photographs by James McGorrian.

* For information or reservations at Emerald Beach write:
Robert F. Warner, Inc. 630 Fifth Avenue, New York 20, N. Y.

CARING FOR TERRY

When it's time to launder your terry fashions, just toss them into the tub or washing machine with your favorite soap or detergent. Drip-dried, terry comes out extra-soft and fluffy. If you use an automatic drier, do avoid extreme heat—it shrinks the cotton fibers. When dry, your terry styles are ready to put on—they never need an iron.

THE TOG SHOP LESTER SQUARE
AMERICUS, GA.



44 TAILORED TERRY SPORT-COAT

You asked for it! Our exclusive paisley-type print—tailored into quite the handsomest of jackets. Rich tan terry printed in Red, Blue, Green and Gold—touched with Black. Colorful but conservative to please the well-dressed man. Good fitting and nicely made with interlining in collar, lapels, fronts and pockets. Back vent, three patch pockets and salt-water-proof brass buttons. To wear with your best slacks and Bermudas or over your oldest swim trunks. In five color Paisley print terry or in Royal Blue terry. Small (36-38), Medium (39-41), Large (42-44).

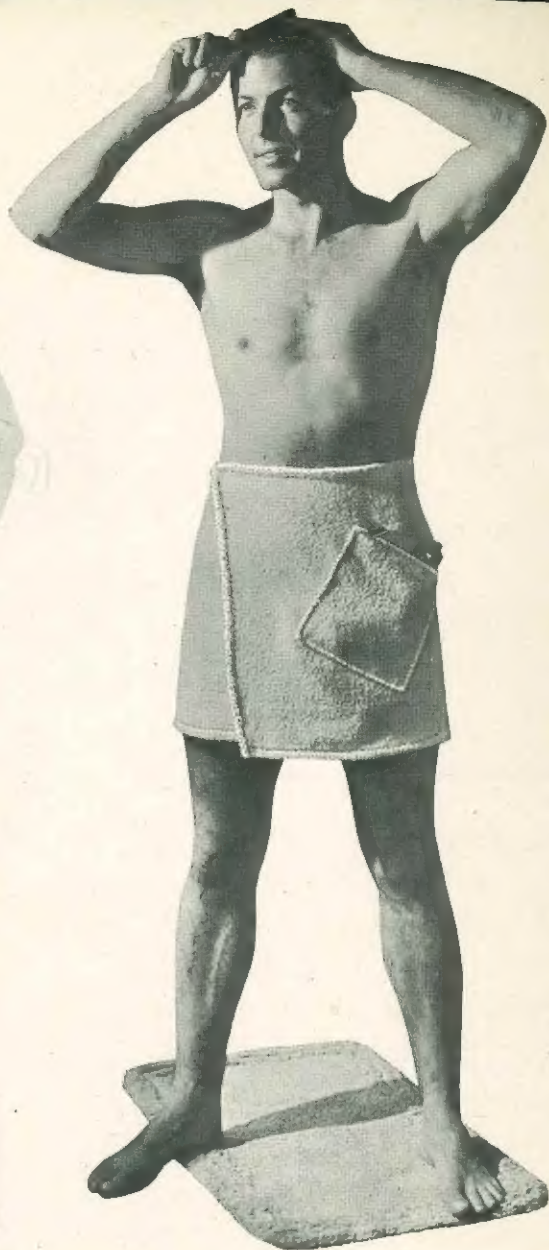
\$16.95

(See Print Terry In Color Page 49)



93 MEN'S BLAZER ROBE

Blazer binding adds vigor to the classic robe. Royal blue terry outlines collar, front, cuffs and pockets of this white terry bathrobe. Fully cut and excellently tailored; with well-shaped shawl collar, two pockets and a long, wide sash. White with Royal blue trim. Small (36-38), Medium (39-41), Large (42-44). **\$12.95**



400 SNAPARONG

The fitted shaving towel. Snaps firmly in place with double-gripper fasteners—adjustable to your own waist measure. Big pocket holds shaving gear. Aqua-blue, Yellow, Royal or White terry. Small (28-30-32), Medium (34-36-38), Large (40-42-44). **\$2.00**

THE TOG SHOP LESTER SQUARE
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91 MEN'S TERRY JUMPSUIT

Deep-toned terry jump suit with a split personality. Equally good for relaxing around the house and working outdoors. Built-in comfort all the way—from the step-in style with zip front—open neck—short sleeves—separate cinch belt—to the extra big pants pockets plus a cigarette pocket at the top. Well-tailored and handsome in Royal Blue or Cocoa Brown. Small (36-38), Medium (39-41), Large (42-44).

\$12.95



THE TOG SHOP LESTER SQUARE
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795 SHOWER KING

A king-size terry robe for king-size comfort after shower or swim. Yards and yards of thirsty white terry go into this big cover-up. The deep collar buttons at the neck; there's a large pocket and full-length sash—also a convenient hang-loop at back of neck. Styled for easy fit, the Shower King comes in just one man-size—to fit all. White terry. **\$8.95**



83 MR. OOMPHIES

Slippers—washable terry inside and out; Airfoam-cushioned heel seat. Full sizes 8 to 12, medium width. White terry. **\$3.95**

S90 MEN'S TERRY KIMONO ➔

With a bow to the East we present our men's kimono—tops in robe comfort at home or on the beach. Crisp stripes on white terry, tailored smartly with handsome results. Good fit at the neck, ease through shoulders and back and a generous lap-over are assets of the kimono. Two patch pockets and a long, wide sash with loops at sides for optional use. Black stripes on white terry. Small, Medium, Large. **\$10.95**



90 MEN'S KIMONO ➔

In solid white or royal blue terry. Small, Medium, Large. **\$8.95**



← **99 TERRY BLAZER**

Bold half-inch striped terry you'll wear at the beach, for tennis, or just relaxing. Blazer buttons up to the collar for a trim sports look or can be worn casually open. Neat detailing includes a pair of pockets with stripes exactly matched. Buoy Red or Sailing Blue stripe woven on White terry. Also available in solid White terry. Small (36-38), Medium (39-41), Large (42-44). **\$8.95**

← **77 TERRY SHORTS**

Smart, comfortable, well tailored. Two side pockets, one hip pocket, fly-front. Waist adjustable with side tabs. White terry. Small-X (28-30), Small (32-34), M (36-38), L (40-42). **\$7.95**


M878
MEN'S REVERSIBLE SHIRT

Seagoing shirt in "faded-blue" denim reverses to white terry. There's a pocket on the denim side, another on the terry. Convertible collar, side vents and longer back shirt-tail. Double-needle stitching for a neat finish. Faded blue denim with white terry. Sm, Med, Lg. **\$8.95**


88
MEN'S TOPSIDE TERRY

Sail before the wind or hit the beach for a clambake, in the careless comfort of this terry shirt. Built along slim racing lines—with a boat neck and slit sides. Stripes go 'round in 1/2 inch width. Buoy Red or Sailing Blue stripes on White. Small, Medium, Large. **\$4.95**


806M
MEN'S GOLF & TENNIS SHIRT

Terry Club Shirt. It's styled for perfect comfort—playing or after the game. A pullover with open neck, deep armholes with double needle stitching; seven-inch side vents. Collar is well-turned, and there are two patch pockets. In white terry only. Small, Medium, Large. **\$6.95**


M811
MEN'S TERRY PARKA

Rough, tough terry in a parka built for sailing and the beach. Big as all outdoors with plenty of freedom for arms, an extra-deep hood and an outside pocket. Long sleeves have buttoned cuffs. One man-size in this loose-fitting parka. Royal, Yellow, White. One size. **\$7.95**

8806
WOMEN'S GOLF & TENNIS SHIRT

In white terry only. Sizes: Small (8-10), Medium (12-14), Large (16-18). **\$6.95**

811
WOMEN'S TERRY PARKA

Royal, Yellow or White Terry. One size to fit any lass. **\$7.95**



252 MANDARIN

Luscious colors and exotic flowers in our own Gauguin terry print make a beautiful picture against domestic scenery, especially with mandarin styling in a robe of casual elegance. Slim and lightly fitting with two big pockets and long front zipper for easy entrance and exit. Side slashes carry out the oriental idea. Another entry into our group of robes that double as lounge dresses. Small (8-10), Medium (12-14), Large (16-18).

\$11.95



284 RING COLLAR COAT

It's easy to be a long-stemmed American Beauty in our ever-so-new-looking beach jacket. The upstanding ring collar (stiffened with pellow) and the far-down belt (simulated) couldn't be smarter. Strikingly simple with widely spaced buttons and two low-placed pockets—it's a "basic" with a difference. Yellow or White terry. Small (8-10), Medium (12-14), Large (16-18). **\$7.95**



274 BEACH TUNIC

Our colorful tropical print makes the most dazzling tunic to be Oh'd and Ah'd at on any beach. A short shift of terry (what else?); front wrapped in alluring curves, sarong style, and anchored at the shoulders with big buttons of natural wood. An added attraction is a big practical pocket, maintaining that exotic South Sea Island look! In our very own terry print. Small (8-10), Medium (12-14), Large (16-18).

\$7.95



278 TERRY-LINED DENIM JACKET

Pretty rugged—that's our terry-lined denim jacket. Staunch and sturdy in the most seaworthy manner. Smartly tailored to wear on shore with shorts and slacks. There just isn't a better combination of the practical and the pretty than "faded" blue denim and snowy white terry. Small (8-10), Medium (12-14), Large (16-18). **\$10.95**



275 BEACH SMOCK

A new way to beguile on the beach. Our little sister smock that makes girls look and feel like a certain curvy French charmer. Deceitfully sophisticated with its demure white collar and cuffs and buttoned front. There's an inverted pleat in back and pockets tucked away at the sides. In tropic pink or desert gold with white collar, cuffs and buttons. Small (8-10), Medium (12-14), Large (16-18).

\$8.95



287 TERRY BEACH SHIFT

Our beach shift—newest darling of sun-lovers—sets off a color explosion of beautiful dimensions. Two tones are mixed in straight-forward fashion for a young, fresh variation of the play dress. And so easy to put on—buttons at one shoulder and one side are good-looking natural wood. In two combos—tropic pink with turquoise or white with sunny yellow. Small (8-10), Medium (12-14), Large (16-18).

\$7.95



276 TERRY MIDDY Every lass (from 16 to 60) loves a sailor—a sailor jacket that is. We've taken shore leave with the middy and buttoned it down the front for easy entry—and such buttons! White embossed with blue stars. We've even put buttons on the sailor collar for a new nautical touch. Royal-blue or spanking white terry. Small, Medium, Large. **\$7.95**

277 "A" LINE SKIRT Worn with the middy is our knee skimmer terry skirt, cut with the new easy flare—so smart and comfortable for sailing and sporting. With back zipper. White terry. Sizes 10-18. **\$5.95**



285 CAREFREE COAT

Crisp, clean cardigan lines, a slight flare, deep curves at the sides, curves repeated in the queen-size pockets and there you have a thoroughbred of a beach jacket, rearing to go to turf, surf, or pool. The curves are over-stated with cording to give emphasis to the trim and tidy look. White terry with smart dome-shaped buttons. Small (8-10), Medium (12-14), Large (16-18).

\$7.95



706 SHIRT 'N SHORTS

Here's the perfect playsuit—a combination of shirt and shorts in white terry all in one piece. As smart to look at as it is fun to wear—and so many uses. Seaside, poolside, tennis, baby sitting, etc., etc., etc. The terry belt banded in red and blue is adjustable and washable—just remove the ratchet buckle for laundering. White terry. Small (8-10), Medium (12-14), Large (16-18).

\$7.95



235 PONCHO COAT

This dramatic beach cover-up has many fashion moods—all of them wonderful! It's a tunic, it's a beach coat; and, of *course*, it has overtones of a poncho. All in all a marvelous way to look on the beach! Fastened with a separating zipper and smartly slashed at the sides and front to give a panel effect. Handsome fringe benefits on pockets and hem. White Terry. Small (8-10), Medium (12-14), Large (16-18).

\$7.95



244 BAHAMA COAT

At Ease! The relaxed look in this functional beach coat spells style in every simple line. Up-dated with petite funnel sleeves and deeply shaped armholes. Boat neck, pockets, sleeves and front closing are all clearly defined with wide, crisp hems. Trimmed vertically with an array of snowy white buttons. Small (8-10), Medium (12-14), Large (16-18). White Terry.

\$6.95

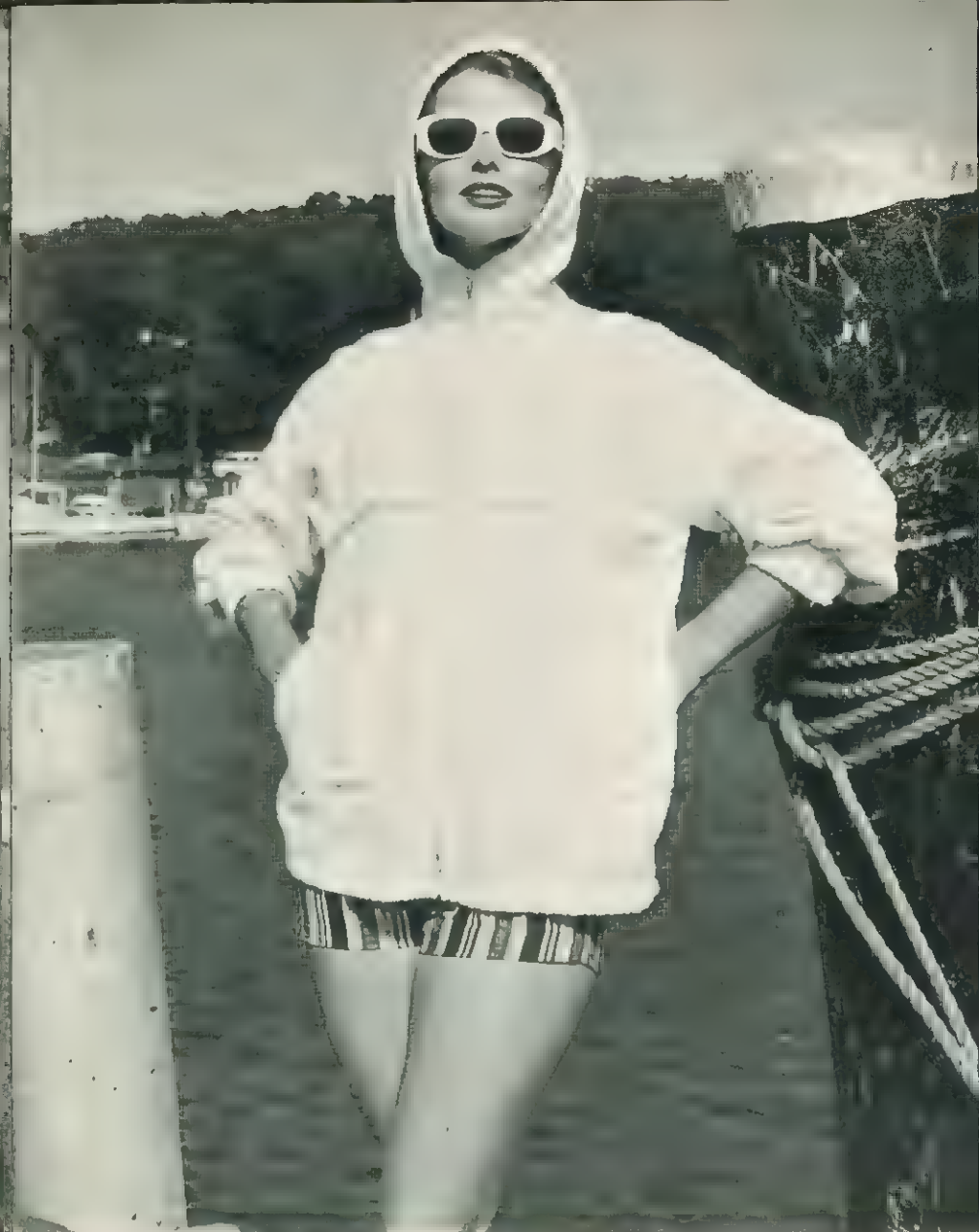


206 DORADO SHIRT

Copied from the patio boys' shirts at the fabulous Dorado Beach Hotel. Trim and nautical terry mididy with contrasting terry binding complete with buttoned-in dickey. In the original colors of Aqua with Royal binding, also in our own combinations of Pink with Royal and White with Royal. Small (8-10), Medium (12-14), Large (16-18). **\$6.95**

551 TERRY SHORTS

Worn with matching shorts, the Dorado shirt makes the smartest of two-piece playsuits. Aqua, Pink, or White. Sizes 10-18. **\$3.95**



869 ZIPPY SEA PARKA

For sailing the seven seas or stalling off a land breeze. Our terry parka adds up to maximum protection—zipped to the chin with long button-cuffed sleeves and deep squared-off yoke. Pockets open at the side in real sea going style. White terry. Small (8-10), Medium (12-14), Large (16-18). **\$8.95**

THE TOG SHOP LESTER SQUARE
AMERICUS, GA



881 LANAI COAT

Slated for success—the indispensable coat of simple sophistication. Free and easy kimono cut. It slips smartly over any style swimsuit. Looks stunning on girls of all ages. Nice deep cuffs and pockets. In whitest terry. Small (8-10), Medium (12-14), Large (16-18). **\$6.95**

Peter Pan Swimsuit designed by Oleg Cassini (see pages 32-33)



878 REVERSIBLE SAILOR SHIRT

Fore'n aft sea-going shirt in classic "faded blue" denim reverses to white terry for sailing before the mast. Pocket on terry side too. Convertible collar, side vents and dipped shirt tail. Double-needle stitching on shoulder, arm-hole and pocket gives a crisp finish to this versatile shirt. Light Blue Denim/White Terry. Small (8-10), Medium (12-14), Large (16-18). **\$7.95**



247 SURFSIDER

Smart styling and good tailoring in a beach cover-up for girls of all ages. The panel-hemmed front buttons at the neck and falls with a jaunty air from a Peter Pan collar. Easy fitting three-quarter sleeves and over-size pockets add to that definite look of quality. Small (8-10), Medium (12-14), Large (16-18). In White Terry. **\$6.95**

● OUR BEACH TOWELS

You've asked for them—and now we have them. Great big beautiful towels and they're ours alone! Three gorgeous designs—each entirely different—each having its own color excitement! All measure over a yard wide and almost two yards long: ➡



60 "Island Flowers"—Bold and beautiful blossoms with stylized butterflies. (Hanging at left on bamboo pole) **\$4.95**

70 "Tahiti Garden"—Our own colorific print bordered with heavy cotton fringe. (Hanging at right on bamboo pole) **\$5.95**

50 "Tropical Fruit"—Luscious assortment of exotic fruit—art improving on a bountiful Nature. (Below Center) **\$4.95**

80 "Mister Flipper"—Another exclusive. Sturdy "fish" beach table, hand-screened on treated wood. Convenient folding chrome legs. A beach necessity: for picnics, your lotion and cigarettes, gin rummy, that long, cooling drink, etc. Colors: vermilion, gold or turquoise. **\$10.95**



282 TRENCH COAT

The great white way leads straight to the beach in our absolutely stunning terry trench coat. It is the greatest! An updated classic (shades of Garbo and Dietrich!) with wonderful lines, achieved with shaped seams fore and aft. Pellon-lined at all strategic places: collar, fronts, pockets, belt and even at the wrists—to retain the crisp tailored look forever. White terry with smart dome-shaped buttons. Small (8-10), Medium (12-14), Large 16-18.

\$14.95



279 TERRY TOPCOAT

A style story told in terry. The best of everything in this year's street-coat fashions goes into our striking, stunning, smashing beach success. It is longer in the very newest manner—barrel-shaped with a forward shoulder seam. The smartest stand-away collar. The biggest pockets topped with tailored bands, all making a beach coat of extraordinary good looks. White Terry. Small (8-10), Medium (12-14), Large (16-18).

\$8.95



286 TERRY BREEZE-BREAKER

Hooded and buttoned to the chin in a dazzle of color. There's nothing half-way about our newest parka except the colors! The hood is "IT" this year—for any time of day or evening—and most especially in our two-toned terry for the beach, for sailing too, and for top-down driving. Long sleeves for warmth and pockets with big pointed flaps for extra dash. In equal parts of tropic pink and yellow, or in turquoise-green and royal. Small (8-10), Medium (12-14), Large (16-18).

\$8.95



272 WINDJAMMER

Girls on the briny go—go—go for our Windjammer. In sturdy, white duck, it has all the things sailing experts expect—and more. Zipped to the chin, the wind-defying collar unzips to roll becomingly. Sleeves are squared off for action and button snugly at the wrist. And those accommodating pockets—very much over-sized with two sections each! One section opens at the sides for hand warming. The top section is zipper closed for keeping valuables dry. White Duck. Small (8-10), Medium (12-14), Large (16-18). **\$9.95**



271 NASSAU COAT

Immensely smart and very, very pretty—yet aimed for the active life. A beach coat of crisp white duck cut with flare and distinction and tailored to a "T". Unadorned cardigan neck, deep yokes across the back and front, big pockets cut on the slant—all set off with a row of wonderful wooden buttons. White duck. Small (8-10), Medium (12-14), Large (16-18). **\$8.95**



270 SAILING JACKET

Duck takes to water and knowing sea sprites take to our elegant white duck sports jacket. Stitched in black to point up the clean wind-swept lines—buttons are black too. Not just for sea-going but quite at home over a swim suit, or any time that calls for looking neatly casual. White duck with black trim. Small (8-10), Medium (12-14), Large (16-18). **\$9.95**



● **PETER PAN SWIMWEAR**—All with the famous "custom cup" bra which means magnificent fit from **A** through **C** in each suit. All from the **OLEG CASSINI COLLECTION**.

2517 SOPHISTICATE—(Open midriff—See Jan above) Nylon stretch crepe knit maillot. Triangle-wrapped front with covered button. Cassini colors: Red, Prussian Blue or Black. Sizes 8-14. **\$25.95**

2210 LYRIC—Classic maillot of antron knit. High, young Y-line bust seams. Deep plunge back. Cassini colors: Royal, Emerald or Black. Sizes 8-14. **\$22.95**

2914 AMBASSADRESS—Stretch nylon with tricolor inset "ribbon" band. Deep plunge back. Cassini colors: White with Red/White/Blue; or Navy with Red/White/Navy. Sizes 10-16. **\$29.95**



280 TERRY BEACH BURNOUS—For dramatic impact try to top our hooded terry beach cape! Two inside pockets for stashing away paraphernalia. Also a secret buttonhole and button under the chin in case of a strong breeze. Multi-colored woven stripes. Predominantly yellow or predominantly blue. One size. **\$6.95**

2515 ZANZIBAR—Stretch nylon maillot. Twelve shaped panels repeating alternating colors. Straight across neck, narrow straps, plunge back. Cassini colors: Cocoa/Black/White, Navy/Red/White, Mango/Orange/Yellow, or Deep Pink/Pink/White. Sizes 8-16. **\$25.95**

2501 AMERICANA—Stretch nylon maillot. Unique construction with cross-over inset bands forming a bodice in contrasting Cassini colors. Two pinks with white; or Two blues with white. Sizes 8-16. **\$25.95**

2915 TEMPO—Stretch nylon classic. Shaped inset of embroidered polka dots. Trimmed with two rows of buttons. Scoop neck—plunge back. Cassini Colors: Blue with white or Black with White. Sizes 10-16. **\$29.95**



288 TUCKED SHIRT

Our all-girl terry shirt keeps the boys in mind by adding the soft touch of feminine allure. Tucks down the front give a definite richness. Low-neck collar is most flattering and deeply curved sides complete the fashion picture. A sash contributes its full share to the all-girl look. Stitched and buttoned in black for smart accent. In aqua or white—both with black accents. Small (8-10), Medium (12-14), Large (16-18). **\$9.95**



281 STRIPED JACKET

(With matching bag/hood/turban) The beach coat takes a new slant in this smartest handling of stripes in years! Mitred stripes make a body look mighty slim. Stripes come in two luscious color combinations—one predominantly blue, one predominantly yellow. Pockets are hidden in the sides. All this AND a beach bag to match! A bag that makes a triple play—it can also be worn as a hood or as a turban—a gimmick that makes sense as well as style. Small (8-10), Medium (12-14), Large (16-18).

\$11.95



127 BEACH DRESS

From seasape to landscape our terry dress is a picture for anybody's collection. So simple, so smart, so adaptable for the carefree life. On after the morning shower—over a minimum of under-pinnings—to wear all through a busy day of beaching, lunching, shopping or sight seeing. Cardigan style in Desert Gold or Turquoise, both belted and buttoned in shiny black. Small (8-10), Medium (12-14), Large (16-18). **\$8.95**



767 SEA ISLAND COAT

Young approach to beach coverage. A terry jacket with eye-appeal to spare. Easy fitting with dolman sleeves and the all-time-favorite Peter Pan collar. Wide cuffs and deep pockets for a luxury look—finished off with big white buttons. White terry. Small (8-10), Medium (12-14), Large (16-18).

\$7.95

Peter Pan Swimsuit designed by Oleg Cassini (see pages 32-33)



857 TERRY LOUNGE SUIT

Perfect for idle hours at home or study hours at school—the terry lounge suit offers the most in style and comfort. Faultlessly tailored with convertible collar and squared-off pocket. The sleeves and pants are custom folded, then lightly tacked in place to give the favorite rolled-up look. With chunky gold buttons and a generous self sash. White, Shocking Pink or Emerald Green. Small (8-10), Medium (12-14), Large (16-18).

\$9.95



255 TERRY JUMP SUIT

First choice for relaxing at home or even venturing outdoors to the shopping center or giving the Jaguar a bath. Beautifully fitted terry jump suit in rich colors with stay-clean tendencies. Slim pants with pockets slanted to add to the stream-lined look—zippered front for rapid access and smartly terry sashed. The long cuffed sleeves can also be worn push-up style. In Sapphire Blue or Cocoa Brown. Small (8-10), Medium (12-14), Large (16-18). **\$11.95**



100 WRAPARONG*

Instant Beauty! Luscious absorbent terry—fitted to the female form divine—geared to modern living where color is queen and time is of the essence. Just two buttons give social security. For beach, bath, boudoir and breakfast—add shampoo, bathing baby, make up, home permanents and so on and on. Miss Wraparong wears Turquoise. Up the color ladder: Sapphire, Pink, Gold, Aqua, White and Shocking. All bound in White terry. Small (8-10), Medium (12-14), Large (16-18). **Patented*

\$3.95

(See page 61 for terry scuffs to match Wraparong)



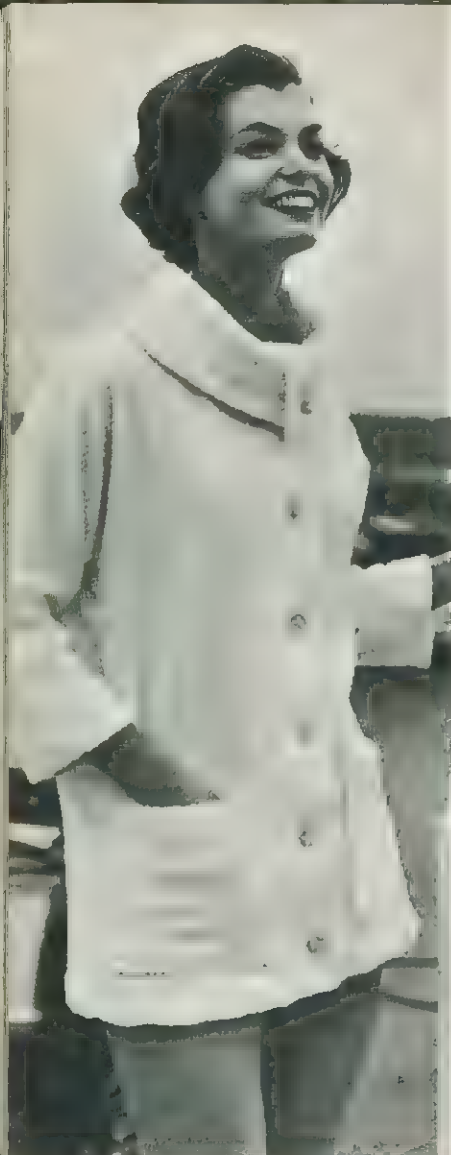
804 TERRY POLO COAT

Dashingly styled—our sensational Polo Coat is luxuriously designed with roll-back cuffs, wide stitched lapels, and deep slanting pockets. Back loop guides the wide self sash, cinching the waist. Longer than usual, this is a coat of classic sophistication. White Terry. Small (8-10), Medium (12-14), Large (16-20). **\$8.95**



765 JAMAICA JACKET

Straw in the fashion wind! Back-belted beach coat looks smashing both going and coming. Front view—convertible collar, deep cuffs, large pockets and big buttons. Back view—wide belt and inverted pleat. Tailored to perfection in luxurious white terry. Small (8-10), Medium (12-14), Large (16-18). **\$7.95**



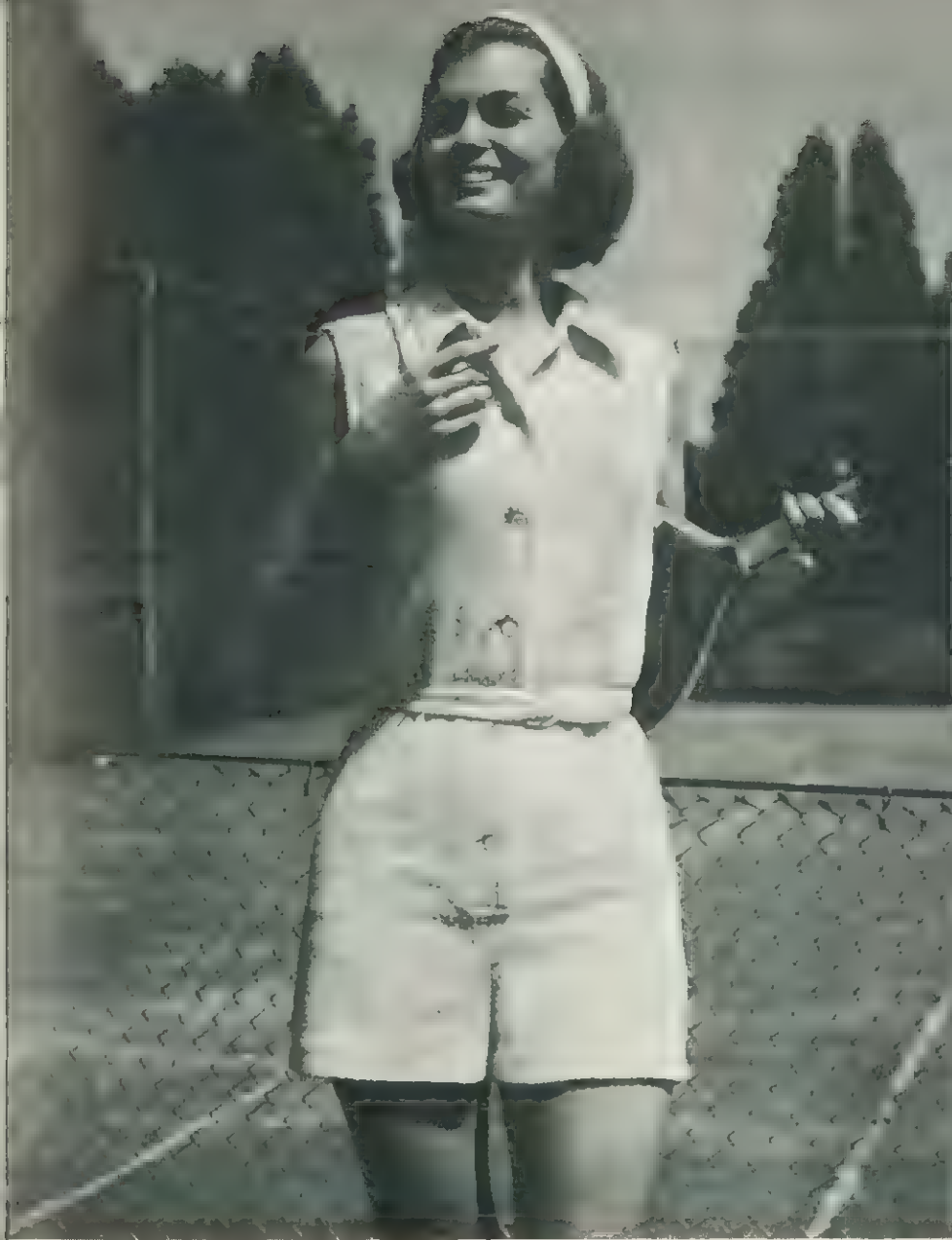
873 TERRY BEACH SWEATER

Cool and carefree—an ideal sweater-styled jacket to brighten any day. Unbuttoned, the coquettish collar lies smartly in deep points. Sleeves stop above the wrists, pockets are port and starboard, pretty pearl buttons reveal hand cut stars. Small (8-10), Medium (12-14), Large (16-18). White Terry. **\$7.95**



204 TERRY TOPPER

A hint of the Orient in this easy-fitting Chanel jacket with mandarin collar. Neatly notched at neck, sleeves and sides to add to the well tailored look. Nice deep hems and roomy pockets for good measure. Small (8-10), Medium (12-14), Large (16-18). White Terry. **\$5.95**



273 TERRY PLAYSUIT

Tennis anyone? It's "love all" for our newest playsuit—designed with tennis in mind—but it's good form in any girl's sporting life. Cut and tailored with neat precision—*sans* sleeves and *sans souci*. Self belt ringed with pearl to match the buttons. In Aqua, Yellow and White. Small (8-10), Medium (12-14), Large (16-18).

\$8.95



721 TERRY BEACHCOMBER SHIRT

Going sailing? Going ashore? The wide boat neck slips easily over your head in this smartest of all T shirts. One of those indispensable go-with-everything fashions for land or sea. In half-inch stripes of red or blue on white. Small (8-10), Medium (12-14), Large (16-18).

\$4.95



702 TERRY HALTER

Turn a pretty shoulder to the sun in this beautifully fitted terry halter. Completely cotton-lined, it is bra and halter in one. Buttons like a waistcoat down the front, unbuttons at back of the neck for suntanning. White, pink or aqua. Sizes 10 to 18.

\$3.95

551 TERRY SHORTS

(As shown in above photographs) Brief, well tailored, and well fitting. Zipped up the back. For all active sports. White, Pink or Aqua. Sizes: 10 to 18.

\$3.95

249 JAMAICA LENGTH SHORTS

(Not Pictured) Same expert tailoring. Zipped up the back. White Only. Sizes: 10 to 18.

\$4.95



243 TERRY CULOTTE

Skirt divided—the most in flattery and freedom. Better than a skirt or pants—our culotte for outdoors and indoors. Easy step-in style in bright terry, smartly bound and buttoned in white. Ring fasteners make the self belt adjustable. In Turquoise or Cherry, both with white trim. Sizes 10 to 16.

\$9.95



236 PIXIE PARKA

The hood with a point gives a young and saucy look to our terry Beach Parka. Other points—side vents and big pockets. Bold two inch hem is repeated on the hood for an added seaworthy touch. Very new are the oversized buttons and casual T-shaped formation of the sleeves. Small (8-10), Medium (12-14, Large (16-18). White Terry.

\$7.95



951 MAN-TAILORED TERRY SHIRT

The great Male Robbery. Copied to the last detail from a man's shirt—it just covers a swim suit. Pairs off perfectly with skirts, slacks, fancy pants or shorts. Ideal for golfing, sailing, after tennis, after swimming—or just casual at-home lounging. Long sleeves can be rolled up or pushed up. Fastens with pearly buttons. A delight to wash, never needs an iron. Cannon terry in white, pink, aqua-blue. Small (8-10), Medium (12-14), Large (16-18).

\$7.95



204P PERSIAN JACKET

Shades of the Orient! A lovely look of leisure—our original Persian Print terry styled into a brilliant and versatile jacket. Sparkling shades of Blue, Green, Gold, and Red are tipped with fine black etchings on a warm beige background. With its simple lines our Persian Jacket presents a very striking appearance. Extras—notched seams and sleeves and two roomy pockets. Small (8-10), Medium (12-14), Large (16-18). Persian Print terry. **\$8.95**

(See print in color on opposite page)



859-P TEA ROBE

A leisure robe of great distinction. Our exclusive Persian print is a traditional design that is forever fashionable. Alive with color—Blue, Red, Green, Gold—all etched in black on a background of warm beige Cannon terry. The classic oriental styling manages a slim look along with ample, easy fit. Sleeves are flowing, sash is wide and extra long. Pocket is roomy. Five color print on tan terry. Small (8-10), Medium (12-14), Large (16-18). **\$12.95**



953 TERRY DRESS-SHIRT

The girl-tailored shirt grown to dress length in an easy fitting terry robe ready to spend the day in comfort and style. Copied carefully from a man's shirt with all the good masculine details—double stitching—shoulder yoke—breast pocket—shirt-tail hem. Pearl buttons at the cuffs and all the way down the front. For after bath, after swim or after breakfast. White, Pink, Aqua. Small (8-10), Medium (12-14), Large (16-18). **\$10.95**



201 MILLE FLEUR TERRY ROBE

Utterly charming—perfectly enchanting—simply lovely! Furthermore, it has all the other virtues of a perfect bathrobe—plenty of lapover, nicely shaped shawl collar, comfortable deep sleeves with wide cuffs, big pockets and a generous sash. Small (8-10), Medium (12-14), Large (16-18).

\$12.95

THE TOG SHOP LESTER SQUARE
AMERICUS, GA



166 TERRY BUTTERFLY

Our beautiful wing-sleeved Butterfly robe has become a terry classic. Comfortable, flattering to all ages, and so easy to slip into with just one button to fasten. Sturdy elastic provides a smart gathered waistline and perfect fit. The simple charm of its collarless neckline, the neat tailoring and nice big pockets make it a favorite for bath, breakfast and beach. White, Pink, Aqua, Gold. Small (8-10), Medium (12-14), Large (16-20).

\$7.95



251 TAHITIAN ROBE

A bouquet of South Sea flowers in brilliant colors taken from the master palette of Gauguin. This work-of-art terry print is ours alone! On exhibit in a new type of bathrobe—the lounge dress. It makes a prize-winning picture in simple cardigan style—slightly bloused over a hidden elastic waistband. Garnished with soft-toned brushed gold buttons, two pockets and brief sleeves. Small (8-10), Medium (12-14), Large (16-18).

\$10.95



253 BLAZER ROBE

Terry binding of clear, bright blue gives an entirely new look to the hardy perennial white terry bathrobe—the crisp tailored effect of a blazer. Clean cut lines of the well-fitted shawl collar, deep cuffs and roomy pockets take on new emphasis in their sharply defined outlines. Generously cut, it has all the niceties one looks for in this important basic. Small (8-10), Medium (12-14), Large (16-18).

\$10.95



250 PEIGNOIR

Count the ways our new-looking terry peignoir can be worn. Unsashed it's a super smart duster—buttoned from neck to hem in high-lustre "pearl." Sashed all around it's a regular bathrobe; and as we show it, with a loose back, it's a peignoir. The collar flatters—the pockets are big and curvy. A truly beautiful flower print in tones of pink with touches of leaf green. Small (8-10), Medium (12-14), Large (16-18).

\$12.95



695 SHOWER QUEEN

Wonderful way to look—wonderful way to feel—all wrapped up after shower, tub or swim, in our stunning dry-off robe. Yards and yards of luxurious white terry with lots of nice detailing. Smartly shaped collar buttoned at the neck, wide sleeves to be worn long or rolled into deep cuffs, extra long sash, huge pocket with a deep flap to add the last touch of luxury. One size wraps up every lass. White terry.

\$7.95



554 THE TERRY WHOPPER (for mesdames et messieurs)

A great big wrappy dry-off robe for men and women. C'est magnifique! C'est necessaire! Lifted from a hook in a Paris hotel and copied faithfully for your dry-off plaisir, this generous spread of white terry acts as a lush blotter after a shower or bath. No bathroom should be without a Whopper—hang one on the door for family and guests—a continental idea that is fast becoming an American custom. Ladies: tie the belt around collar. And men: wrap it around your waist. One size fits all. White terry. **\$7.95**



884 TERRY DUSTER

A lovely way to greet each day—this morning coat in whitest terry. Our flattering duster always makes fashion news with its standaway collar and tapered sleeves finished off in school-girl cuffs. And to enhance this charming effect—white and gold buttons of flower design that fasten from neck to hem. White terry. Small (8-10), Medium (12-14), Large (16-18). ~~\$8.95~~



200 CLASSIC ROBE

Model of a good bathrobe—our terry classic has all the things you look for in this important basic. It's cut on generous lines with a beautifully shaped shawl collar and dolman sleeves. Pockets and cuffs are luxuriously deep and the sash is extra long. Pink, Aqua-blue, or White. Small (8-10), Medium (12-14), Large (16-18). ~~\$9.95~~



256 FLARED DUSTER

The flare's the thing! Our charming and versatile terry at-home robe takes the newest shape. Curving seams give an easy, gentle fit through the waist—ending in a smart low flare. Pockets are hidden at the sides to preserve the lean, lithe look. Buttons are pearl shanks. It might be termed a duster, but if so—quelle difference! In semi-precious jewel tones—Turquoise or Amethyst. Small (8-10), Medium (12-14), Large (16-18). **\$10.95**



254 TERRY SHIFT

Relaxed approach to leisurely living in our easy-on terry lounge shift. Deeper toned pyramid panels back and front perform an optical illusion that slenderizes like magic. To the most comfortable garment ever invented (call it a Muumuu if you insist), we've added style, flare and flattery. In two eye-catching color combinations—Shocking Pink with Carnation Pink—or Turquoise Green with Sun Gold. Small (8-12), Medium (14-18). **\$8.95**



140 WOMEN'S "OOMPHIES"

Like walking on air—the cushioned comfort of our washable terry scuffs. Wide band of terry keeps scuff on your foot, leaves toes delightfully free. There's a full airfoam insole, terry-covered, and a rubber sole for slippery bathroom floors. White, pink, gold, aqua, shocking, royal or turquoise. Sizes 5-9. **\$2.95**



20 TERRY BATH MITT

It's goodbye to old fashioned wash-cloths after you've used a terry bath mitt. An idea straight from Paris, presented in a package as enchanting as Paris itself. In a luscious assortment of colors—Aqua, Pink, Gold, Royal, Cherry and White—tied in white satin and boxed in clear acetate. Set of six boxed. **\$2.95**

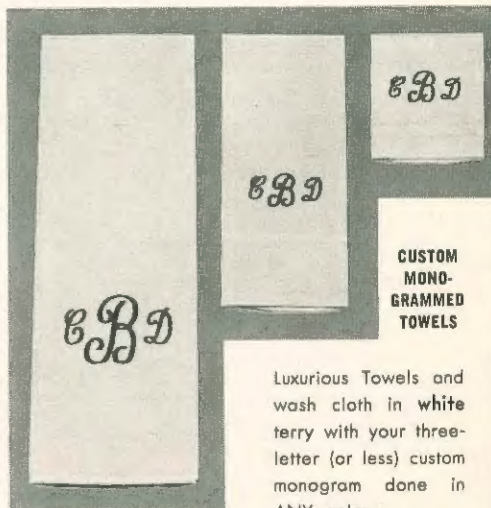


125 TERRY TURBAN

Wear after shampoo—making-up—cleaning house—at the beach. One size, elasticized. White, Aqua, Turquoise, Gold, Pink, Cherry, Royal. **\$1.00**

561 TERRY MAKE-UP CAPE

Pretty protection while you do your hair or powder your face. Doubles as a cozy bed jacket. Pink, Aqua, Yellow—all bound in white terry. **\$2.95**



Luxurious Towels and wash cloth in white terry with your three-letter (or less) custom monogram done in ANY color.

41 SET OF THREE Bath towel, hand towel and wash cloth, custom monogrammed. **\$5.95**

Or they may be ordered individually (white towels). Minimum order 3 pieces.

42 Bath Towel Monogrammed 22" x 44" **\$2.50**

43 Hand Towel Monogrammed 17" x 27" **\$2.00**

45 Wash Cloth Monogrammed 12" x 12" **\$1.50**

Print initials clearly—exactly in the order you wish them to appear. If three initials, last name should be in center as above photograph. If two initials, both letters will be the same size.

RAINY DAY FUN AT THE BEACH CLUB!



564 "PLAY BRIDGE" BY MORTON RUBINOW

Not terry, but terry-ific! Since bridge is our favorite pastime, we thought we'd pass this sensational new idea in bridge instruction on to you. Bridge via the Hi-Fi—turn off the "Music to Dine By" and tune in on a bridge lesson. What more pleasant or more convenient way could you find to become an expert while you save the \$200 private instruction fee? A complete 12 lesson bridge course is offered on two long-playing records recorded by RCA Victor for Contract Bridge Institute by Morton Rubinow.

Mr. Rubinow, professional teacher at the famous Card School in New York, is a Life Master who currently holds both the National Masters Team and Masters Pair Championship titles. He was an official member of the United States team to the 1960 World Bridge Olympics in Italy.

The beauty of the records is that the various divisions of the records are plainly marked so that the learner can take the course step by step, replaying as many times as he wishes until he has mastered the lesson. With the records comes a 72 page booklet with 81 practice hands, 184 quizzes and solutions, complete bidding summary, a table of opening leads, a glossary of bridge terms, and scoring instructions.

As Albert Morehead, bridge editor of the New York Times puts it: "I predict Rubinow will be to bridge what Berlitz is to languages." Tobias Stone says he challenges the average player to listen to the records and not improve his game, and Sam Stayman writes: "The process is painless, the results are miraculous. Rubinow's records have something to offer every player from beginner to expert." Also endorsed by Oswald Jacoby, Helen Sobel, B. Jay Becker, Alfred Sheinwald, John R. Crawford, Edgar Kaplan, and other leading bridge experts. Complete album containing two long-playing, high fidelity records and 72 page booklet for only **\$8.95**.

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7. No Trump Bidding by Opener and Responder
8. Opening Two Bids, Three Bids, Four Bids
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